

Subject: Weekly Brief for Wednesday, April 26th, 2017

From: LADOT Communications Office

Date: 04/26/2017 03:22 PM

To:

WEEKLY BRIEF

LADOT



EV Car sharing

The Mayor's Sustainability team successfully applied for and was selected for one of two grants by the CARB for the proposal titled "L.A. Leading by Example: [Partnering to Pilot EV Car Sharing](#) in Disadvantaged Communities." The \$1.6M grant – which leverages an additional estimated \$8 million in in-kind city resources and private operator investment in equipment and operations – was awarded to the City of L.A. to provide EV car sharing services to low-income Angelenos. This Thursday, April 27th, from 6 pm to 8 pm will be a Community Forum at Central City Neighborhood Partnership's headquarters to learn more about the City's first ever Electric Vehicle Carshare Program.

Vision Zero Safety Education Campaign Launched

Through the City's Vision Zero initiative, the Los Angeles Department of Transportation



has launched a two-pronged traffic safety education campaign along LA's High Injury Network. The High Injury Network is made up of 6% of Los Angeles streets, where a staggering 65% of all deaths and serious injuries involving people walking and biking occur. This \$2 million effort includes eight community-based on-the-ground outreach



campaigns, as well as a paid media campaign. Between April and June 2017, seven teams of community organizations will carry out eight creative traffic safety education campaigns to promote road safety along distinct portions of the High Injury Network. To supplement the community activations, Vision Zero LA is also producing a \$1 million paid media social-marketing campaign. Both education efforts come in advance of safety improvements coming this summer to 95 miles of the High Injury Network. These parallel efforts are aimed at meeting Vision Zero LA's first major benchmark goal: a 20% reduction in traffic fatalities by the end of 2017.

For more information about Vision Zero and its traffic safety campaigns, visit:

visionzero.lacity.org/actions/

Thai Delegation Visits LADOT

Last week, Deputy Chief Brian Hale and Captain Freddie Nuno met with a large delegation from Thailand. The meeting was hosted by LAPD to discuss parking and traffic enforcement, and the challenges Los Angeles faces in effectively managing traffic to provide mobility safety for all residents and visitors. The delegation also had the opportunity to learn about Vision Zero's goals and partners.



Who We Are:

Melissa Crisan, Senior Administrative Clerk, Metro Programs Division



Melissa provides administrative support to over 20 engineering staff within the Metro Programs Division. As a Senior Administrative Clerk, she partners primarily with Metro consultants, but also with various city departments and private contractors to provide design and implementation support for a number of projects. Having worked on several multi-million dollar rail projects, namely the Purple Line, Crenshaw/LAX project, and the Regional Connector, Melissa is indispensable by making sure supplies and equipment are on-hand, reporting the section's accomplishments, and helping Metro/LADOT meetings go smoothly.

As part of Melissa's responsibilities, she collaborates with others at LADOT such as Executive Officers, Personnel staff and the Communications Team. Because her desk is located at the ninth floor public counter, Melissa is often the first face visitors see. She uses her excellent customer service skills to help people and practices LADOT's core value of "Professional integrity, honesty, and respect" with everyone she meets.

"Almost Drivers" Take the Vision Zero Pledge!



Last week, Principle Engineer Zaki Mustafa encouraged 8th grade students to think about being future engineers, and to take the Vision Zero Pledge. Even though neither of these two students can legally drive (yet!), they will be available to receive a driver license by 2019. Students Devin Bergeron (Los Angeles Center for Enriched Studies, LACES) and Christopher King (Community Preparatory Academy, CPA) took the Vision Zero Pledge!

LADOT Video: Special Traffic Operations for First Amendment Marches

Traffic Officers, Field Crews and LADOT Engineers all support LAPD Police Commission approved First Amendment Marches. With often tens of thousands of participants, it takes our city family to provide safe streets for participants and bystanders alike. Months of planning go into arranging the routes, staging areas and rally locations so that marches go smoothly and with minimal disruptions to traffic.

Take a look at how LADOT prepares and supports these important events.

For upcoming May Day march routes, visit <http://trafficinfo.lacity.org/>



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Los Angeles Department of Transportation
100 S Main St. 10th Floor, Los Angeles, CA 90012
213.972.8470



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